Connecting Students to Coverage This Back-to-School Season

June 6, 2018
2:00 p.m. ET
Agenda

- Overview and Introductions
- Engaging Families in the Care and Development of their Children
- Utilizing a Grassroots Approach to Establish Sustainable Enrollment and Retention
- Partnering with Schools and Educators to Enroll Students in Medicaid & CHIP
- School-Based Outreach and Enrollment Toolkit
- Campaign Back-to-School Resources
- Questions and Answers
Engaging Families in the Care and Development of their Children

Evelyn Mercado
Community Programs Manager
HOPES CAP, Inc.
About HOPES CAP, Inc.

• HOPES has been serving primarily low-income individuals and families for over 53 years.
• The mission of HOPES is to provide services that respond to the social, educational and training needs of individuals in an effort to overcome barriers and fight the causes of poverty.
• HOPES empowers people of all ages: more than 1,000 children from birth to 5-years-old for school readiness, and over 3,000 youth, adults, and seniors towards economic self-sufficiency.
Connecting Students to Coverage

- Partner with uniform stores in school districts requiring them.
- Partner with school supply stores—Staples, Walmart, Target, etc.
- Be active with Parents’ Nights and Back-to-School events.
- Partner with local recreation departments.
- Partner with Board of Educations in all districts.
- Sponsor a Back-to-School Event—giveaway school items.
Community Outreach Strategies

• Partner with Board of Social Services to promote the work HOPES does-makes it easier for them.

• Bilingual staff will continue participating in health events and other social services events in all districts HOPES serves.

• Conduct 3 events during the summer to conduct enrollment.
Some Tips and Best Practices

• Hire bilingual staff to conduct outreach and enrollment according to the need in your community.

• Have staff travel with laptops, portable printers and Wi-Fi to offsite locations.

• Always follow-up with families after 2 weeks and continuously thereafter to ensure satisfaction and/or to find out if they received any decision in the mail regarding their application.

• Assure families you will assist by advocating on their behalf.
Partnerships

Partnerships are key for growth. Current partners include:

- Board of Education
- Board of Social Services
- Local Public Housing Authorities
- Division of Child Protection and Permanency
- All County Offices
- Legislators
Resources and Tools

- Website: [https://www.hopes.org/youth-services](https://www.hopes.org/youth-services)
- Phone: 1-855-OKHOPES x 1302
Thank You!

Evelyn Mercado
dercado@hopes.org
1-855-OKHOPES x1302

Empowering people.
Strengthening Communities.
Inspiring innovation.

For more information please visit: www.hopes.org/
Poll Question: What type of outreach and enrollment activities has your organization found successful for Back-to-School season?

a. School information nights  
b. Backpack drives  
c. Immunization clinics  
d. Adding information to school registration forms  
e. We have not done any Back-to-School outreach
Utilizing a Grassroots Approach to Establish a Sustainable Enrollment and Retention

Jodi Ray, M.A.
Instructor Program Director
Florida Covering Kids & Families (FL-CKF)
Why Florida Covering Kids and Families is Unique

• It is the only statewide organization in Florida that works with multiple federal, state, non-profit, and private organizations to address the problem of uninsured children.
• The Statewide Covering Kids and Families Coalition serves as a center for all participating organizations to convene in an open forum on behalf of uninsured children.
• The Coalition plays a crucial role in educating state agency staff, state and national lawmakers, and the public about the importance of health care access for children through publicly subsidized health insurance.
The Florida Covering Kids and Families Program Overview

Program activities include:

• Providing enrollment and retention assistance.
• Distributing applications and outreach materials to community partners throughout the state.
• Developing business partnerships and administering press conferences and enrollment fairs to increase awareness of Florida KidCare programs.
• Training and organizing local coalitions to increase Florida KidCare enrollment and retention statewide.
• Employing the assets and resources of the Florida Covering Kids & Families State Coalition to identify and enroll underserved populations.
The Problem

Approximately 3.3 million children in the United States are uninsured.

More than 283,000 children under age 19 in Florida are uninsured.

Most don’t have to be.
2017 Back-to-School Season Success

In 2017, there were **346 events** held statewide over 18 weeks.

<table>
<thead>
<tr>
<th>Week</th>
<th>Dates</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1:</td>
<td>July 1-7</td>
<td>6</td>
</tr>
<tr>
<td>Week 2:</td>
<td>July 8-14</td>
<td>12</td>
</tr>
<tr>
<td>Week 3:</td>
<td>July 15-21</td>
<td>23</td>
</tr>
<tr>
<td>Week 4:</td>
<td>July 22-28</td>
<td>45</td>
</tr>
<tr>
<td>Week 5:</td>
<td>July 29 - Aug 4</td>
<td>57</td>
</tr>
<tr>
<td>Week 6:</td>
<td>Aug 5-11</td>
<td>61</td>
</tr>
<tr>
<td>Week 7:</td>
<td>Aug 12-18</td>
<td>29</td>
</tr>
<tr>
<td>Week 8:</td>
<td>Aug 19-25</td>
<td>24</td>
</tr>
<tr>
<td>Week 9:</td>
<td>Aug 26 - Sept 1</td>
<td>9</td>
</tr>
<tr>
<td>Week 10:</td>
<td>Sept 2-8</td>
<td>1</td>
</tr>
<tr>
<td>Week 11:</td>
<td>Sept 9-15</td>
<td>8</td>
</tr>
<tr>
<td>Week 12:</td>
<td>Sept 16-22</td>
<td>15</td>
</tr>
<tr>
<td>Week 13:</td>
<td>Sept 23-29</td>
<td>22</td>
</tr>
<tr>
<td>Week 14:</td>
<td>Sept 30 - Oct 6</td>
<td>8</td>
</tr>
<tr>
<td>Week 15:</td>
<td>Oct 7-13</td>
<td>8</td>
</tr>
<tr>
<td>Week 16:</td>
<td>Oct 14-20</td>
<td>5</td>
</tr>
<tr>
<td>Week 17:</td>
<td>Oct 21-27</td>
<td>7</td>
</tr>
<tr>
<td>Week 18:</td>
<td>Oct 27-31</td>
<td>6</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>346</strong></td>
</tr>
</tbody>
</table>
# 2017 Back-to-School Season: Media Coverage of Events

## 2017 Media Market Event Totals

<table>
<thead>
<tr>
<th>Market</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>Panama City</td>
<td>31</td>
</tr>
<tr>
<td>Pensacola</td>
<td>19</td>
</tr>
<tr>
<td>Miami</td>
<td>99</td>
</tr>
<tr>
<td>Palm Beach</td>
<td>37</td>
</tr>
<tr>
<td>Tallahassee</td>
<td>3</td>
</tr>
<tr>
<td>Ft. Myers</td>
<td>45</td>
</tr>
<tr>
<td>Tampa</td>
<td>95</td>
</tr>
<tr>
<td>Orlando</td>
<td>12</td>
</tr>
<tr>
<td>Jacksonville</td>
<td>5</td>
</tr>
<tr>
<td>Gainesville</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>346</strong></td>
</tr>
</tbody>
</table>
## Evaluation of Medicaid & CHIP Applications

<table>
<thead>
<tr>
<th></th>
<th>CHIP applications submitted</th>
<th>Medicaid applications submitted</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>July 2017</strong></td>
<td>38</td>
<td>524</td>
</tr>
<tr>
<td><strong>August 2017</strong></td>
<td>21</td>
<td>454</td>
</tr>
<tr>
<td><strong>September 2017</strong></td>
<td>37</td>
<td>322</td>
</tr>
<tr>
<td><strong>October 2017</strong></td>
<td>36</td>
<td>501</td>
</tr>
</tbody>
</table>

[InsureKidsNow.gov](http://www.InsureKidsNow.gov)
2017 Back-to-School Activities

Examples of Activities:

- KidzFest (Hernando)
- FUN Day @ Play, Learn, and Grow Summer Camp (Escambia)
- 10th Annual No Child Without Healthcare Fair (Okaloosa)
- Good Start Back-to-School Bash 2017 (Gadsden)
- Putting Kids First Back-to-School Bash (Palm Beach)
- Health Ready Fest (Bay)
- Live Oaks Baptist Back-to-School (Washington)
- Little Haiti Cultural Center Health Fair (Miami-Dade)
- HopeFest Backpack Giveaway (Pasco)
- Community and School Awareness (Hardee)
Business Outreach
2018 Back-to-School Season
Planned Outreach Activities

• Media Engagement
  • Identify key spokespersons
• Attend Events
• Expand Business Partnerships
  • Back-to-School is a great time to make those connections with all the events occurring.
• Coordinate with Florida Healthy Kids and Medicaid program for 4 Press/Enrollment events in targeted areas around the state.
• Coordinate with partners around the state to ensure outreach presence at all Back-to-School events.
• Provide training to community partners in preparation for Back-to-School season (i.e., resources, plans, strategies).
Priorities for Successful Outreach in Florida

• Outreach is results driven and connected to actual enrollment
• Partners use sound data demonstrating connection
• Partners share best practices and lessons learned for potential replication
Outreach and Partnership Opportunities

• Successful partners from previous enrollment and outreach efforts
• Faith communities and faith-based organizations
• Other state and local government officials
• Health providers and organizations
• School principles and superintendents
• Universities and ESL course providers
• Utility providers
• Local businesses
• Tenant associations
• Head Start programs
• Cooperative extension programs
• Community health centers
• Ethnic, cultural and community development organizations

• Current partners that you work with on other programs
• Social service organizations
• Health advocates
• School counselors and social workers
• School nurses and coaches
• Community centers
• Hospital emergency rooms and health clinics
• Ethnic grocery stores
• Public libraries
• Pre-kindergarten programs and child care centers
• Local 211 information centers
• Groups that provide direct health services, especially to parents and guardians
• Media organizations with deep community involvement (including ethnic and cultural community papers)
# Example of Outreach Plan

<table>
<thead>
<tr>
<th>Tactical Category</th>
<th>Action</th>
<th>Resources</th>
<th>Status Report</th>
</tr>
</thead>
</table>
| Events            | Host a 20-minute lunchtime brown bag webinar for PTA members where parents can learn about the Florida KidCare program available to them | - PTA Support  
- Florida KidCare Overview PPT  
- Webinar Service & Tool | 07/01/2017 Confirmed with ABC High School PTA  
08/01/2017 webinar at Noon |
Thank You!

Jodi A. Ray, M.A.
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Lawton and Rhea Chiles Center for Healthy Mothers and Babies
College of Public Health - University of South Florida
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Phone: (813) 974-3143

Website: www.floridacoveringkidsandfamilies.health.usf.edu
www.CoveringFlorida.org

InsureKidsNow.gov
Poll Question: Which groups does your organization engage with for Back-to-School outreach?

a. Parents/caretakers
b. School administrators
c. School nurses
d. Teachers and coaches
f. Local media
Happy, Healthy and Ready to Learn: Insure All Children

A School-Based Child Health Outreach and Enrollment Toolkit

Rebecca Shaw
Project Coordinator
Children’s Programs Department
AASA, The School Superintendents Association

AASA
THE SCHOOL SUPERINTENDENTS ASSOCIATION

InsureKidsNow.gov
AASA State Affiliates

- AASA’s 13,000 membership is largely superintendents, but also includes other key administrators, school board members, scholars, and researchers.

- AASA has **7 regions** and **49 chartered state affiliates** enabling us to reach every school district in the country.

Our Partnership

• Children’s Defense Fund (CDF) and AASA have long recognized the critical importance of access to high-quality health care to student achievement.

• Since 2011, the two organizations have worked with 15 school districts to identify and enroll eligible children in Medicaid and CHIP in school districts with some of the largest numbers of uninsured children.

• CDF and AASA’s work with health insurance focuses on
  • Systemic change
  • Capacity building
  • Sustainability
Children’s Defense Fund State Offices

• During this initiative we worked closely with the following state offices: CDF-Texas and CDF-California.

• These state offices provide on-the-ground technical assistance, such as guiding uninsured students and their families through the health insurance enrollment process.
Why is this work important for schools?

Children enrolled in Medicaid miss fewer classes and perform better in school than those uninsured.

#InsureAllChildren
Our Strategy

It’s a simple question:

Does your child have health insurance?

#InsureAllChildren
Does Your Child Have Health Insurance?

☐ Yes  ☐ No  ☐ I don’t know

If you checked “No,” your child may be eligible for free or low-cost health insurance through Medicaid or CHIP.

☐ Please check this box to get more information or assistance in obtaining health insurance for your child(ren).

☐ I would like assistance with renewing my child’s health insurance.

I consent to (School District/Community Health Enrollment Partners) contacting me with more information.

Parent/Guardian Signature ____________________________ Phone: __________________

Date: ____________________

For the full toolkit go to: www.InsureAllChildren.org
Our Partnership
Happy, Healthy, and Ready to Learn! #InsureAllChildren

Schools are in a unique position to identify and connect eligible children to health insurance. Our goal in offering this toolkit is to provide school and community leaders and parents and child advocates with a framework to build community support for connecting children to health insurance through schools and to provide the practical steps schools need to take to implement a successful and sustainable campaign. This toolkit sets the stage for school districts to partner with community agencies to identify and enroll eligible students in health insurance through a proven strategy in a simple, routine and cost effective way. When we insure our children, we ensure our future. Asking this simple question, “Does your child have health insurance?” on important annual school forms, is central to ensuring all children in your school district are happy, healthy and ready to learn.

Make sure to visit the Toolkit User’s Guide as you get started.
# District Team Self-Assessment - School-Based Child Health Outreach and Enrollment

**Directions:** For each question below, think about your school district and answer the questions below. Check RED if you haven’t begun work, YELLOW if you have started work, and GREEN if key elements are in place. This self-assessment can be printed and referenced as you and your team work to enroll students in children’s health insurance.

First: ___________________  Last: ___________________  Email: ___________________  Zip Code: ___________________  School District: ___________________

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**Be sure to answer all the questions by checking the RED, YELLOW or GREEN circles. All questions need to be answered in order to successfully submit the assessment. You will receive an error message if incomplete.**

<table>
<thead>
<tr>
<th>Question</th>
<th>Key Elements Not In Place</th>
<th>Room for Improvement</th>
<th>Key Elements In Place</th>
</tr>
</thead>
<tbody>
<tr>
<td>Have you estimated the number of uninsured children in your county and school district?</td>
<td>0</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Do you have the support of the Superintendent and school districts leaders?</td>
<td>0</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Do you have a project leader and interdisciplinary team chosen for children’s health insurance enrollment work?</td>
<td>0</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Have you added the health insurance question to annual student enrollment forms?</td>
<td>0</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Has a system been established for obtaining written consent from parents to allow data sharing?</td>
<td>0</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Do you know the healthcare marketplace open enrollment dates and have you planned enrollment events for school health fairs and parent meetings?</td>
<td>0</td>
<td>1</td>
<td>2</td>
</tr>
</tbody>
</table>
**Why**

**Why Build a Team?** As a district or school, you have decided to address the challenge of children without health insurance. The next steps are to 1) build a team; 2) identify uninsured children; 3) add a health insurance question to your annual forms; 4) enroll students and/or develop partnerships to enroll students; and 5) develop a plan for sustainability and evaluation of your effort.

It's important to build a team of those:
- Who have the authority to make decisions or systems changes;
- Whose function in the school district is related to health and wellness;
- Who have strong connections to parents and community agencies; and
- Who can affect school and district policies.

**Who**

**Who Should Be on the Team?** Critical to the foundation of the CDF/AASA proven strategy are the superintendent, the district information technology lead, and the district’s coordinator or director of school health.

The buy-in and engagement of the superintendent will facilitate implementation, compliance and replication of the health insurance initiative. The superintendent is a bully pulpit in your community. It provides an important platform from which to advocate an agenda that healthy children are better learners, so schools have a role in identifying students without health insurance and helping them obtain coverage. The superintendent represents your team’s vision for healthy children and can engender support throughout the community.

**How**

**How Do You Build Successful Teams?**

Successful teams regularly reassess to ensure they have the right internal and external mix of people, partnerships, potential and power. They call on their networking skills to get to know “who’s in the room” at meetings and conferences, who can be engaged and to whom the team should communicate progress or project needs.

Successful teams are not only diverse in terms of areas of expertise or influence, but they need to continually seek to educate and expose others in the district and community to enrollment efforts. Teams can broaden their membership to include community businesses, local and state political representatives, and district union representatives which may prove beneficial for action planning and sustainability.
How Do You Build Successful Teams? Successful teams regularly reassess to ensure they have the right internal and external mix of people, partnerships, potential and power. They call on their networking skills to get to know “who’s in the room” at meetings and conferences, who can be engaged and to whom the team should communicate progress or project needs.

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Successful teams keep things simple and piggyback on systems already in place. Teams need to identify the appropriate routine district forms where a question about a child’s health insurance can be added. The school enrollment form is where CDF and AASA recommend school districts begin, but the school enrollment form may not be an annual form in every district. In some school districts, the emergency contact form, the student health card, or another form is required annually at the start of the year. Learn more about adding the health insurance question to key school forms.

Successful teams track data and measure outcomes to evaluate what’s working and what is not. Teams need to develop strong strategic work and sustainability plans right from the start to guide their efforts. Sustainability plans help teams set goals and establish guidelines for achieving and measuring the impact of their activities. Within a sustainability plan, districts should incorporate action plans that will drive implementation for the initiative and capture school district successes, challenges and lessons learned. CDF and AASA encourage action planning because successful teams have a plan — and a back-up plan or two.

Successful teams ask questions, take educated risks and are not afraid to modify their plan or their team’s composition.

District Spotlight: Building Successful Teams

Mountain View School District, El Monte, California

The Mountain View School District in El Monte, CA, creatively built a multi-disciplinary team that included the superintendent, school board members, key school administrators, school nurses, school office managers, community liaisons and health clerks. To build community, establish need, and get buy-in, the district brought key team members “on board” a “Gilligan’s Island” themed-tour of their community. The “crew” boarded a bus for their “three-hour tour,” which took them to visit several local health clinics serving children and families in the El Monte community. At each site, the school district team learned about the great need in their community for assistance with health insurance enrollment, as well as the myriad of services offered to their students. The strongly motivated team then developed a seamless referral process to guarantee that all uninsured children in the district be connected to the enrollment assistance needed.
Stories from Local Districts

**Edinburg CISD, Texas**

In the Edinburg Consolidated Independent School District in Edinburg, TX, the story of a 12-year-old with a pre-existing health problem and no insurance captures the heartbreak and limitations for children without access to health care. With a debilitating heart condition, Evelyn could not participate in any physical activities and often ended up in the nurse’s office suffering from shortness of breath. The nurse urged Evelyn’s mother to take her to a heart specialist. But her mother, even with a full time job, could not support her family and afford the doctor’s fees. Through the school’s health enrollment outreach efforts, the school nurse referred Evelyn and her mother to an outreach worker who successfully helped them navigate the health insurance application process. Weeks later, Evelyn had open-heart surgery to replace a faulty valve. Now Evelyn’s mother has become an ambassador for the school’s enrollment efforts and has become more involved with her daughter’s education.

**Compton USD, California**

Martin arrived in Compton, California as an unaccompanied minor without health insurance. His nomadic journey across America included violence, poverty and separation from his mother and siblings. When Martin enrolled in the Compton Unified School District, a staff member connected him to a social worker. As an unaccompanied minor, the district provided gift cards for clothes and food, helped him get eyeglasses and health insurance. With his new insurance, Martin was able to receive the therapy he needed to address the trauma from the violence and his multiple relocations. He credits his successful graduation from high school with honors and admission into 11 universities to the support he received from the school district. Martin is now following his dream of becoming a college graduate and creating a better life for himself and his family.
Join the Conversation!

#InsureAllChildren

“We want children to be well every day so we are looking at policy and practices that support keeping our children in school. Healthier students are better learners.”

– Nurse Manager Gwen Johnson, Houston ISD, Texas

When we insure our children, we ensure our future. Asking the simple question, “Does your child have health insurance?” on important school forms, is central to ensuring all children in your school district are happy, healthy and ready to learn! You can help spread the word in your community, state and across the nation by using #InsureAllChildren in your social media conversations. We invite you to join @childdefender and @AASAHQ as we help school districts across the country connect children with the health insurance they need to survive and thrive. Please find messaging and other content to share with your community in the #InsureAllChildren social media guide.

Together we can make sure all children are happy, healthy and ready to learn. Let’s #InsureAllChildren
Poll Question: If local media has covered your Back-to-School activities, what kind of media was it?

a. School or community newsletter
b. Op-ed/Letter to the Editor
c. Radio Segment
d. TV Interview
e. Online Story
The School-Based Outreach and Enrollment Toolkit

Laura Cavello
On Behalf of CMS and
The Connecting Kids to Coverage National Campaign

Connecting Kids to Coverage National Campaign
School-Based Outreach and Enrollment Toolkit

InsureKidsNow.gov
School-Based Outreach and Enrollment Toolkit

- Your guide to partnering with schools to enroll children in Medicaid and CHIP, with helpful tips and best practices on how to:
  - Connect with your school community
  - Build sustainable outreach and enrollment practices in schools
  - Leverage school communication channels
  - Develop key messages and customize creative assets
  - Evaluate progress and report success

Download the Toolkit here: go.cms.gov/back2school
School-Based Outreach and Enrollment Toolkit

The Toolkit also features ready-to-use tools like message guides, templates, and resource links.

Templates include:

- Newsletter and website copy
- Press release and media advisory
- Radio PSA scripts
- Outreach calendar

Download the Toolkit here: go.cms.gov/back2school
School-Based Outreach and Enrollment Toolkit

The Toolkit offers many **Back-to-School social media graphics** for **Facebook** and **Twitter**. Share them on your channels – or work with partners – to reach the community!

**Download the Toolkit here:** go.cms.gov/back2school
Preparing for Back-to-School Outreach and Designing Your Approach

Connect with Your School Community
- Identify school partners and get to know key players

Build Sustainable Outreach and Enrollment Practices
- Embed enrollment in school activities

Leverage School Communications Channels
- Newsletters, Websites, Phone Systems, Earned/Social Media
Back-to-School Resources
Back-to-School Initiative Webpage

Back-to-School & School-Based Outreach

During the school year, there are a variety of ways to let parents and caregivers know that their children and teens may be eligible for free or low-cost health insurance through Medicaid and the Children's Health Insurance Program (CHIP). With health insurance, they can get the immunizations, check-ups, eye exams, dental visits and other care they may need to fully participate in classroom, after-school and summer activities. Schools are great partners to help reach and enroll families with children who are eligible for Medicaid and CHIP.

Back-to-School & School-Based Outreach Materials

The Campaign has outreach tools and materials to support school-based outreach efforts. Below are outreach materials specifically tailored for Back-to-School and other school-based outreach. You can learn about how others have used these and other campaign materials in our eNewsletters, webinars, and videos.

Campaign materials—including tools for other initiatives—can be found in the Outreach Tool Library.

Back-to-School Toolkit

Use this go-to resource to cultivate relationships with school staff and to partner with schools on activities to get kids covered and keep them covered.

School-Based Outreach and Enrollment Toolkit
Tips for Back-to-School Season

Use Communication Channels in your Community

- Newsletters, websites, and phone systems
- Social Media
- Earned Media
Tips for Back-to-School Season

Engage in Summer and Back-to-School Activities
Back-to-School Outreach Resources

- Campaign Toolkit
- Messaging Guide
- Tips & Ideas
- Custom Items

InsureKidsNow.gov
Customizable Materials for Back-to-School Season

Posters, flyers, palmcards and tear pads

Customization Options

You may choose to insert your program name(s), your state's annual income eligibility limit for a family of four, your website address and/or phone number, and up to two logos. Please Note: You may request these changes on all customizable materials.

- Your program name(s)
- Your state’s annual income eligibility limit for a family/household of four
- Your website and/or phone number
- Up to two logos

To request customized materials please visit:

Outreach and Enrollment Best Practices

Outreach Video Library


Webinar Archive

- “School Based Outreach Strategies to Reach Medicaid & CHIP-Eligible Students”
- “Back-to-School and School-Based Enrollment Strategies: Tried, True & New Ideas to Reach Families”
Keep in Touch With the CKC Campaign

- Follow us @IKNGov
- Engage with the Campaign on social media
  - Re-Tweet, share or tag messages using the hashtags #Enroll365, #KidsEnroll, #Medicaid and #CHIP
- Sign up for eNewsletters here:
- Email us at: ConnectingKids@cms.hhs.gov
Share Your Back-to-School Work

We want to hear from you!
Email Us: ConnectingKids@cms.hhs.gov
Questions?
Thank you!